*ABSTRACT*

*Shop Outfix\_New Bandung is one of the companies engaged in the existing fashion in the city of Bandung is located at Jl. Cijambe No.18 Bandung City. Based on the results of the research note that there are problems with respect to service quality, as follows: 1) complaints and complaints given by customers, 2) The set price is considered too expensive because it does not match the quality of clothes given to the customer. The problem is allegedly due to: 1) the lack of responsiveness of employees who have not been in accordance with expectations expected by the customer, 2) The lack of satisfaction of the services provided and the lack of accuracy of employees in the process of checking the goods to be sold causing inaccuracies.*

*The research method used is descriptive analysis method. Where the variable X is the Quality of Service and the variable Y is Customer Satisfaction. Data collection techniques used were nonparticipant observation, structured interview, questionnaire or questionnaire distribution and library study. Data analysis technique used is instrument validity test, instrument rentability testing, hypothesis testing, correlation coefficient X and Y, simple linear regression test, rank spearman correlation coefficient, and coefficient of determination.*

*Based on data obtained from the results of research, the contribution or influence of Service Quality to Customer Satisfaction of 62.25%, determined by Quality of Service (X). The remaining 37.75% is determined by other factors outside the identified research such as promotion, store facilities.*

*The obstacles faced by Shop Outfix\_New Bandung is 1) Human Resources. 2) The lack of accuracy of employees in the process of checking the goods to be wrapped and separate between defective and non-defective items for sale. Efforts undertaken to tackle these obstacles: 1) Opening job vacancies again for the check and admin section for online ordering of some more people. 2) Employees are more careful when checking the clothes to be wrapped for sale so that customers do not feel disappointed and reduce the rate of exchange of goods that customers have purchased.*

*The conclusion of the research conducted as follows: 1) The condition of the quality of service at the shop Outfix\_New not perfect. Because there is the implementation of quality of service well, especially in the aspects of price and reliability. So that customers have not felt the satisfaction with the services provided. In addition, still have a complaint because of an error with the products ordered with the product expected. 2) The effect of service quality on customer satisfaction Outfix\_New store, based on the data processing showed that service quality has a significant influence on customer satisfaction. When pelanyanan improved the quality, customer satisfaction will increase.*

*Keywords: Service Quality, Customer Satisfaction.*